



## The CommLaw Group

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March 2, 2009

### VIA ECFS TRANSMISSION

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 – 12<sup>th</sup> Street, S.W.  
Suite TW-A325  
Washington, D.C. 20554

*Re: Transcend Multimedia, LLC  
Annual 47 C.F.R. §64.2009(e) Certification  
EB Docket No. 06-36*

Dear Ms. Dortch:

Pursuant to *Public Notice DA 09-9* (January 7, 2009), enclosed herewith for filing with the Federal Communications Commission in the above-referenced docket is the Annual §64.2009(e) CPNI Certification and supporting statement of Transcend Multimedia, LLC.

To the extent you have any questions concerning this filing, please contact the undersigned.

Respectfully submitted,

/s/

Jonathan S. Marashlian  
Attorney for Transcend Multimedia, LLC

**Annual 47 C.F.R. § 64.2009(e) CPNI Certification**

**EB Docket 06-36**

Annual 64.2009(e) CPNI Certification for 2009

Date filed: February 21, 2009

Transcend Multimedia, LLC

Form 499 Filer ID: 825497

Name of signatory: Patrick Hafner


Title of signatory: President

I, Patrick Hafner, certify that I am an officer of the Company named above, and acting as an agent of the Company, that I have personal knowledge that the Company has established operating procedures that are adequate to ensure compliance with the Commission's CPNI rules. *See 47 C.F.R. § 64.2001 et seq.*

Attached to this certification is an accompanying statement explaining how the Company's procedures ensure that the Company is in compliance with the requirements set forth in section 64.2001 *et seq.* of the Commission's rules.

The Company has not taken any actions (proceedings instituted or petitions filed by a Company at either state commissions, the court system, or at the Commission against data brokers) against data brokers in the past year. Companies must report on any information that they have with respect to the processes pretexters are using to attempt to access CPNI, and what steps Companies are taking to protect CPNI.

The Company has not received any customer complaints in the past year concerning the unauthorized release of CPNI (number of customer complaints a Company has received related to unauthorized access to CPNI, or unauthorized disclosure of CPNI, broken down by category or complaint, *e.g.*, instances of improper access by employees, instances of improper disclosure to individuals not authorized to receive the information, or instances of improper access to online information by individuals not authorized to view the information).

Signed: 

**Statement Concerning the Protection of Customer Proprietary Network  
Information for the Annual Period Ending December 31, 2008**

1. Transcend Multimedia, LLC ("Company") is a telecommunications carrier subject to the requirements set forth in Section 64.2009 of the Federal Communications Commission's ("FCC's") rules. Company has established policies and procedures to satisfy compliance with the FCC's rules pertaining to use, disclosure and access to customer proprietary network information ("CPNI") set forth in sections 64.201 et. seq.
2. If a customer calls Company requesting information that is considered CPNI, Company does not release such information unless customer provides a pre-established password, requests that the information be sent to the customer's address of record, or Company calls the telephone number of record and discusses the requested information.
3. Without customer approval, Company does not use, disclose or permit access to CPNI to provide or market service offerings within a category of service to which the customer does not already subscribe, except as permitted by the FCC rules.
4. Information protected by Company includes information that relates to the quantity, technical configuration, type, destination, location and amount of use of a telecommunications service subscribed to by a customer and made available to Company by the customer solely by virtue of the carrier-customer relationship. Also protected is information contained in the bills pertaining to telephone exchange service or telephone toll service received by a customer.
5. Company does not use, disclose or permit access to CPNI to identify or track customers that call competing service providers.
6. Company has established a system by which they can determine whether a customer has approved or disapproved of Company's release or use of CPNI prior to that information being used or released.
7. Company personnel are trained as to when they are and are not authorized to release or use CPNI, and violation of these rules will subject personnel to express disciplinary action.
8. If and when customer approval to use, disclose, or permit access to customer CPNI is desired, Company obtains such customer approval through written or oral methods (however, we only utilize the oral authorization to obtain limited, one-time use of CPNI for inbound and outbound customer telephone contacts, and such CPNI authority, if granted, lasts only for the duration of that specific call). Company honors a customer's approval or disapproval until the customer revokes or limits such approval or disapproval.
9. Company has established a procedure whereby all sales personnel must obtain supervisory approval of any proposed outbound marketing request for customer approval



of the use of CPNI and records reflecting carrier compliance with the Commission Rules are maintained for a minimum of one year.

10. Prior to any solicitation for customer approval, Company provides notification to customers of their right to restrict use of, or disclosure of, and access to the customer's CPNI. Records of these notifications are maintained for a period of at least one year.
11. Company's notifications provide information sufficient to enable our customers to make informed decisions as to whether to permit the use or disclosure of, or access to, their CPNI. Company's notifications do: (1) contain a statement that the customer has a right, and Company has a duty under federal law, to protect the confidentiality of CPNI; (2) specify the types of information that constitute CPNI and the specific entities that will receive the CPNI; (3) describe the purposes for which the CPNI may be used; and (4) inform the customer of the right to disapprove those uses and deny or withdraw access to or use of CPNI at any time.
12. Company's notifications inform the customer that any approval or denial of approval for the use of CPNI outside of the service to which the customer already subscribes is valid until the customer affirmatively revokes or limits such approval or denial.
13. Company advises its customers of the precise steps the customer must take in order to grant or deny access to CPNI, and that denial of approval will not affect the provision of any services to which the customer subscribes.
14. Company maintains a record of its sales and marketing campaigns that use customer's CPNI. Further, a record of all instances where CPNI was disclosed or provided to third parties or where third parties were allowed access to CPNI is maintained by Company. These records reflect a description of the campaigns, the specific CPNI used in the campaign and what products or services were offered as part of the campaign. These records are retained for a minimum of one year.
15. Company obtains opt-in consent from customers before disclosing customer's CPNI to any joint venture partner or independent contractor.
16. If a breach of CPNI occurs, Company will provide electronic notification of the breach to the U.S. Secret Service and the FBI within seven (7) days. Company will also notify customer after seven (7) more days unless there is a risk of immediate and irreparable harm to the customer in which case Company will notify the customer immediately. Company will keep records of discovered breaches for at least two (2) years.